

Retail Marketing, Analytics, Pricing and Promotion

Course Contents

1. Introduction to Retailing – Retailing in India

- Significance of retail industry
- Marketing retail equations
- New role of retailers
- Indian retail scenario and its future prospects.

2. Retail Formats and Theories

- Theories of retail development
- Concept of retail life cycle,
- Classification of retail stores
- The role of franchising in retail

3. Understanding the Retail Consumers

- The factors influencing retail shopper
- Consumer decision making process
- Changes in the Indian consumer
- Use of market research as a tool for understanding markets and consumers

4. Store Locations

- The importance of store locations
- Types of locations,

- Steps involving in choosing a location
- Trade areas and their evaluation
- How to evaluate a retail location

5. Measuring Financial Performance

- Measures of Financial Performance
- The strategic profit model,
- Measures of retail performance

6. Retail Pricing

- The concept of retail pricing and the factors affecting price
- Elements of retail price
- Developing a pricing strategy
- Adjustment to retail price

7. Retail Merchandising

- The concept of merchandising
- Evolution of merchandising function in retail

8. Merchandising Buying

- The process of merchandising buying
- Procedure for selecting vendors and building partnerships
- Concept of own brand and manufacturers' brand
- Concept of category management

9. Role of Pvt. Labels

10. Retail Communication

- Concept of retail marketing mix
- STP
- Role of POP in retail
- Branding

11. Servicing the Retail Customer

- The concept of customer service
- Gaps in customer service
- Methods and tools available for encouraging loyalty, role of retail sales person, selling process

12. Retail Store Operations

13. Retail Store Design & Visual Merchandising

- Relationship between store image and store design
- Components of exterior and interior
- Consideration for selecting layout
- Visual merchandising in retail

14. Supply Chain Management

- Concept of SCM
- Innovation in SCM
- Retail logistics

- Reverse logistics

15. Retail Management (IT)

- Role and importance of IT
- Application of IT

16. CRM

17. HR in Retail

Resources:		
1	Text Books	Retailing Management – Michael Levy
		Retail Management – Lusch, Dunne
		Retail Management – Barry Berman & Joel Evans
		Retail Management – Gibson, Vedamani, Jaico Books
2	Reference Books	Retailing Management – Text & Cases – Swapna Pradhan
		Retail Marketing Management by David Gilbert, Pearson
		Retail Management by Arif Shaikh, Himalaya
3	Supplementary	It happened in India by Kishore Biyani, Rupa & Co.
	Material	Business Today, Nov99, Mall Management
4	Web Sites	http://www.indiaretailing.com
		http://www.imagesretail.com